

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Salem Maritime National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: SAMA

Year: 2007

Vision Statement

Our Centennial vision is to provide "The Great American Maritime Experience" at Salem Maritime. The "Experience" will for the first time, help us make maritime history come alive with: ships sailing in and out of port; meaningful and memorable hands-on programs for students, families, historians and seniors; exciting celebrations and festivals; programs that teach and continue traditional maritime skills; and an expanded boundary to preserve and provide public access to critical maritime resources. All aspects of the "Experience" will be designed with the intent to grow a legacy of community stewardship of our maritime and marine resources.

When FDR established the National Historic Sites Act, he looked to Salem Maritime to be the first site. Its purpose is to "inspire" the public of the significance of the maritime history of New England and the U.S. Over time, we have done our best to accomplish that and have preserved fine examples of first-period architecture from the 17th and 18th century. But the once mighty wharves, tall ships and bustling warehouses were gone and in their place, were empty and crumbling wharves: hardly inspiring. By 1993, the wharves were restored and in 1998, Friendship of Salem arrived—a reconstructed East Indiaman that sailed the trade winds of the world and on whose decks sailors endured risk and danger to bring exotic goods and new discoveries from the far side of the world home, to Salem. Ship owners became rich and powerful: they used their wealth to invest in a revolution based on the ideals of liberty and freedom, and then to build a nation.

With restored wharves, amazing architecture and landscapes, our tall ship, and the Centennial Initiative, we hope to meet the original purpose of Salem Maritime: to truly inspire and bring maritime history to life. The Great American Maritime Experience is multi-faceted and has the support of a wide range of partners including our ever-growing cadre of volunteers. Programs will include:

- Friendship Centennial Sails to new ports as a floating national park, to celebrate the Centennial and engage new audiences in maritime history.
- Offering a dynamic range of interpretive and educational programs designed to get our youth engaged in our parks, including overnight programs on Friendship and sail training opportunities.
- Reinvigorating the Maritime Festival
- Providing a boat experience of historic Salem, the marine resources of Salem Sound, and other vital maritime resources.
- Development of the Salem Maritime Arts and Trades Center, providing hands-on programs teaching maritime skills.
- Creating a unique, multi-level and multi-generational Junior Ranger Program
- Enhance the NPS presence in the city and improve wayfinding to the Maritime Site
- Fostering new maritime research and scholarship through a "historian-in-residence" program.

Park/ Superintendent/ Program Manager

Patricia Trap

Site: SAMA

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

In this age of "virtual reality," the ocean has the power to engage and compel even the most cynical of us to pay attention - to the water and the forces within; to the environment that surrounds us at sea and to the workings of a tall ship. Engaging visitors and students about the ocean, by getting them on the water, by hearing the maritime story of Salem will provide a compelling perspective and memorable experience of the heritage and resources of the sea. Access to the ocean resources which surround Salem through safe and accessible boating and sailing opportunities through increased sail training programs on board Friendship of Salem; through overnight at sea programs, through increased involvement with curriculum based educational programs which will focus on life at sea and the experience of being in the same environment as sailors would have 200 years ago.

☐ The work described currently is supported by OFS and/ or PMIS

Site: SAMA

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

☒ Other Park/ Program performance goal(s)

Through future collaborations that include other NPS units and established partners within the New England maritime community, and other sail training and vessel programs throughout the United States where shared facilities and programs will assist us in meeting our specific goal of reaching out to a expanded and diverse audience. Partners will increase our ability to access the marine environment and provide a platform for environmental education and cultural stewardship, that will again enrich the opportunities available at the park.

Site: SAMA

RECREATION

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Site: SAMA

EDUCATION

- ☒ Impart to every American a sense of their citizen ownership of their national parks.

- ☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Considering inclusion of Baker's Island Light Station as part of future boundary adjustment.

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